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Part I

Executive Summary

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Part II

Direct Placement Activity

Part III

Employment Generating Services

Part IV

Publicity and Public Relations

# The Private Sector Initiative Program: A Review

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May 1983

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GREATER MINNESOTA PRIVATE INDUSTRY COUNCIL, INC.

**Part I**  
**Executive Summary**

**Part II**  
**Direct Placement Activity**

**Part III**  
**Employment Generating Services**

**Part IV**  
**Publicity and Public Relations**

# **The Private Sector Initiative Program: A Review**

**May 1983**



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**GREATER MINNESOTA PRIVATE INDUSTRY COUNCIL, INC.**

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Part I  
Executive Summary

# **The Private Sector Initiative Program: A Review**

May 1983

**PART I**

**EXECUTIVE SUMMARY**

**THE PRIVATE SECTOR INITIATIVE PROGRAM: A REVIEW**

Patrick J. Cruit  
Executive Director

May 1983

Greater MN Private Industry Council Inc.  
710 American Center Building  
150 E. Kellogg Blvd.  
St. Paul, MN 55101  
Ph. (612) 296-5754

This report was prepared for local Private Industry Councils who will be instrumental in the implementation of the Job Training Partnership Act (JTPA). As a subgrantee, the Greater MN Private Industry Council, Inc., worked toward interjecting its own judgment in analyzing this Private Sector Initiative Program experience. It alone is responsible for the contents of this report.

## **PREFACE**

This is the first part of a four-part report prepared for new Private Industry Councils who will be implementing programs under the Job Training Partnership Act (JTPA).

This part sketches the general historical background of employment and training programs. Then it introduces the reader to the Greater Minnesota Private Industry Council (GMPIC) and its experiences under CETA's Private Sector Initiative Program (PSIP).

## Background

Until the Depression, the public role in employment and training programs was mostly carried out by state and local governments. They mainly supported public education.

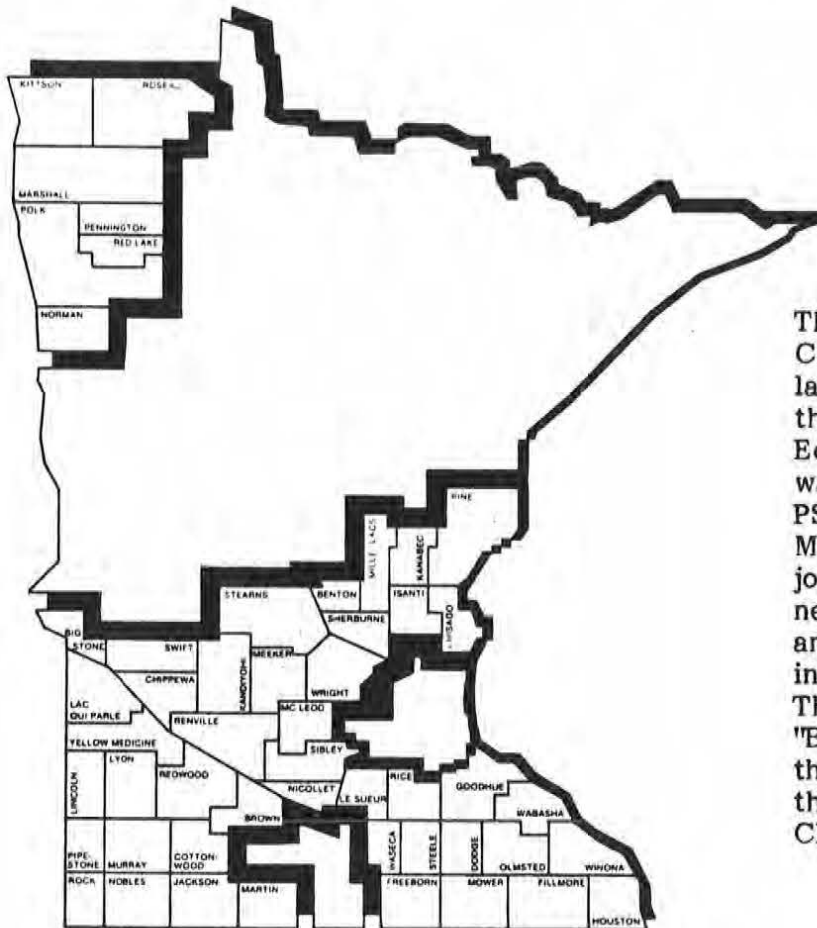
During the Depression, labor exchange (matching skilled but jobless workers to employers) and unemployment programs emerged. State employment security agencies administered these programs with support from the Federal Government. These programs were supplemented by publicly-financed jobs providing work for the jobless.

In the sixties the Federal Government began to assume responsibility for citizens who were at a disadvantage in the labor market. A number of so-called categorical programs were created, each focusing on a specific problem, each serving only that category of the population and each largely centralized.

Narrowly defined programs controlled centrally at the national level led to problems with duplication, other problems got neglected, and many people were ineligible for services. A trend began in the late sixties to bring decision-making and funding back to the state and local level. The culmination of the trend and the largest federally-funded employment and training program to-date was the Comprehensive Employment and Training Act (CETA) of 1973. Under CETA, local governments made important decisions about who would be served and what services they would receive. CETA wavered in the public eye during the mid-seventies when about one-half of the CETA dollar was spent on public service jobs that didn't always improve the client's skills. CETA was amended in 1978 to include a new title called the Private Sector Initiative Program (PSIP). The title required local governments to appoint a Private Industry Council (PIC) to share in the design and management of programs funded under that part.

The Job Training Partnership Act (JTPA) of 1982 continued the local control aspect of CETA but added local business as an equal partner with government through formation of local PICs composed much like the demo PICs under CETA's PSIP.

## An Overview - The Organization, The Program



The Greater MN Private Industry Council, Inc. (GMPIC) began in late 1979 as an advisory body to the Minnesota Department of Economic Security (MDES). It was formed as required by CETA's PSIP regulation (noted above). MDES delivered federally-funded job training programs through a network of job training offices and Community Action Agencies in 51 counties of Minnesota. Those counties referred to as "Balance of State" did not meet the minimum criteria to have their own local program under CETA.

### Service Area: Greater Minnesota PIC Inc.

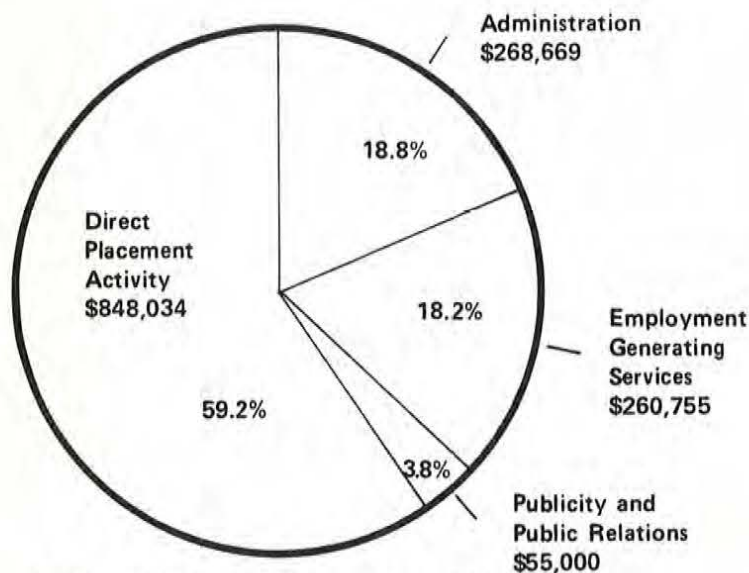
The GMPIC was composed of 29 members from that 51-county area. Fifty-one percent had to be from business and industry with the balance representing such entities as education, labor, community-based organization, and economic development. Its mission was twofold:

1. to increase the involvement of the business community, including small business, minority business enterprises, and labor organizations, in employment and training activities; and
2. to increase private sector employment opportunities for economically-disadvantaged persons.

Throughout its span GMPIC advised MDES on how funds should be spent under PSIP which was about 10% of the total MDES CETA budget.

In 1980 GMPIC incorporated and in 1982 it became a certified 501(c)(3) non-profit subgrantee of MDES with its own administrative staff. Its staff supported the GMPIC meetings and served as day-to-day liaisons to MDES. MDES performed virtually all of the direct administrative functions such as contracting for projects.

GMPIC was phased out in 1983 in favor of new local PICs. These new PICs began to emerge in Minnesota's new local JTPA Service Delivery Areas (SDAs). As part of that phase-out GMPIC has compiled this report to serve as a reference for those new PICs. It is hoped that by documenting our experience we can help in the transition from CETA to JTPA.



PSIP EXPENDITURES – F.Y. 1982

The report is divided into four parts. This summary is Part I. The remaining three parts will be devoted to the three major program areas funded by GMPIC over its three-plus years. Part II will look at Direct Placement Activities. These activities are the ones that involved economically disadvantaged participants. Part III will look at Employment Generating Services. These did not directly involve participants but through purchase-of-services for things like employer seminars, were designed to increase the over-all public consciousness of CETA and indirectly improve private-sector employment opportunities for the economically-disadvantaged. Part IV will look at Publicity and Public Relations. In contrast to the other two above-named program areas, this one had activities and services designed to be of broad benefit to all CETA Programs.

GMPIC's membership in 1983 included the following:

GREATER MINNESOTA PRIVATE INDUSTRY COUNCIL - REPRESENTATIVE ROSTER

REGIONAL REPRESENTATIVE-BUSINESS & INDUSTRY

<u>Name</u>	<u>Business Address</u>	<u>Phone</u>
Betty Walton	Mr. Duane's, Thief River Falls, MN	(218)681-1946
Maury Finney	Maury's TV & Appliances, East Grand Forks, MN	(218)773-2466
LeRoy Scharmer	Scharmer's Inc., Buffalo Lake, MN	(612)833-5394
Ron Stone	Manager, Boyd Services, Boyd, MN	(612)769-2220
Sylvan Stepp	President, Stepp Manufacturing Co., North Branch, MN	(612)674-4491
Maurine Pederson	Pedersons Unlimited, Paynesville, MN	(612)243-3404
Harold Birkeland	Birkeland Architects, Buffalo, MN	(612) 682-1782
Steve Perkins	Earl Perkins Realty, Pipestone, MN	(507)825-2525
Vance Ebert	Manager, Farmer's Coop. Elevator, Luverne, MN	(507)283-4418
Al Spaeth	Star Bulk Transport, Inc., New Ulm, MN	(507)354-8505
Pauline Denzer	Pillsbury/Green Giant, Mpls, MN	(612)330-7276
Marilyn Johnson	Crenlo, Rochester, MN	(507)289-3371
Pete Connor	Owatonna Tool Co., Owatonna, MN	(507)451-5310
John Meinke	Formgraphics, Winona, MN	(507)454-6600
<u>At-Large Representative - Community Based Organizations</u>		
Bill FitzSimmons	MN Valley Action Council, Mankato, MN	(507)387-4135
<u>At-Large Representative - Education</u>		
Don Ingram	Austin Area Vo-Tech Institute, Austin, MN	(507)433-0605
<u>At-Large Representatives - Local Economic Development</u>		
Don Volkmuth	Volkmuth Printers, Inc., St. Cloud, MN	(612)252-6500
Jerry Sandstrom	Thief River Falls Chamber of Commerce, Thief River Falls, MN	(218)681-3720
<u>At-Large Representative - Minority Business Enterprises</u>		
David Clobes	D & K Landscaping Co., North Mankato, MN	(507)625-1900
<u>At-Large Representative - Organized Labor</u>		
Emery Jackson	Local 21, Rochester, MN	(507)288-2021
<u>At-Large Representative - State Economic Development</u>		
Mike Mulrooney	MN Dept. of Energy, Planning & Development, St. Paul, MN	(612)296-5010

Representative Roster - continued

Regional Representatives - Advisory Councils

Don Cavalier	U of M-Crookston, Crookston, MN	(218)281-6510
Pat Bonniwell	City Clerk's Office, Dassel, MN	(612)275-2454
Morris Benson	County Commissioner, Dawson, MN	(612)769-4447
Andy Holzemer	MN Dept. of Natural Resources, Onamia, MN	(612)532-3137
Larry Johnson	Benton County Coordinator, Foley, MN	(612)968-6206
David Freiborg	Highland Voc Cooperative Center, Tyler, MN	(507)247-5528
Sylvester Priem	Priem Service, Janesville, MN	(507)234-5137

Revised 12-9-82

Part II  
Direct Placement Activity

# **The Private Sector Initiative Program: A Review**

May 1983

**PART II**

**DIRECT PLACEMENT ACTIVITY**

**THE PRIVATE SECTOR INITIATIVE PROGRAM: A REVIEW**

Patrick J. Cruit  
Executive Director

May 1983

Greater MN Private Industry Council Inc.  
710 American Center Building  
150 E. Kellogg Blvd.  
St. Paul, MN 55101  
Ph (612) 296-5754

This report was prepared for local Private Industry Councils who will be instrumental in the implementation of the new Job Training Partnership Act (JTPA). As a subgrantee, the Greater MN Private Industry Council, Inc., has worked toward interjecting its own judgment in analyzing this Private Sector Initiative Program experience. It alone is responsible for the contents of this report.



**TITLE:** PSIP Variable Ratio OJT

**OPERATOR(S):** 13 Greater Minnesota Job Training Offices (GMJTOs)

**DATE:** FY'82

**AMOUNT:** \$513,390.00

**PURPOSE:** To place unemployed clients in permanent jobs by executing individual OJT contracts with small businesses who receive partial reimbursement for initial training costs.

**SUMMARY:** This has been and continues to be the "bread and butter" direct placement activity. It is funded equitably via formula to all GMJTOs. It serves the greatest number of people of all PSIP direct placement activity. It is delivered at the GMJTOs through staff Job Developers. They work virtually door-to-door with small businesses placing individual clients in jobs. Employers benefit from a wage reimbursement which helps offset their initial training costs. The individual client, the job, the training being reimbursed for, the wage and duration are all simply spelled out in a written agreement entered into by the GMJTO and the employer. Reimbursement is usually set at 50% of the starting wage, however, the variable ratio aspect allowed for an initially higher rate of reimbursement as long as the over-all average remained 50%. The duration is usually dependent on the relative complexity of the job. Given the predominance of small employers in rural Minnesota, their single opening at-a-time characteristic, individual OJTs have been and remain an integral day-in, day-out direct placement activity in Greater Minnesota.

**PARTICIPANTS:** Served: 456 EE/Total Term: 264/353 (75%) Cost per EE: \$1,945  
Pre-CETA Wage: \$4.19 Post-CETA Wage: \$4.44

**CONTACT PERSON:** Rick Hokanson, Director - GMJTP, 690 American Center Building,  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-6056

TITLE: PSIP Upgrade  
OPERATOR(S): 13 Greater Minnesota Job Training Offices (GMJTOs)  
DATE: FY'82  
AMOUNT: \$118,193.00

PURPOSE: To upgrade the skills of employed persons who are working at less than full skill potential and who are in entry level, unskilled, or semiskilled jobs with little or no advancement opportunity in the normal line of promotion.

SUMMARY: This activity is one wherein operators are encouraged by federal regulations to coordinate the development and conduct of their programs with their Private Industry Council (PIC). The occupations for which participants are being upgraded shall, by reg, be those:

1. Which would not otherwise have been available to entry-level employees;
2. Which provide opportunities in highly-skilled jobs or for upward mobility beyond the occupation for which training is provided; and
3. For which adequately trained personnel are not currently available with that employer.

This program is typically more expensive than others because by reg, participants must be compensated at at least the same rate they received before entering the program. Priority must be given to those employers who promise to hire at least one new individual at the entry level. These openings should occur by or before the upgrade program is completed and should be filled by an applicant who is "eligible" under law. Upgrade programs can consist of classroom training, OJT, or a combination of both. The reimbursement rate for Upgrade OJT is limited to 40%. Upgrading and retraining activities were restricted to 20% of funds available for PSIP.

PARTICIPANTS: Served: 103 EE/Total Term: 68/73 (93%) Cost per EE: \$1,738  
Pre-CETA Wage: \$5.14 Post-CETA Wage: \$5.80

CONTACT PERSON: Rick Hokanson, Director - GMJTP, 690 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-6056

TITLE: PSIP Retraining

OPERATOR(S): 13 Greater Minnesota Job Training Offices (GMJTOs)

DATE: FY'82

AMOUNT: \$29,804.00

PURPOSE: To provide new skills to persons who have received a bona fide notice of impending layoff within the last six months and who have been determined by the operator, with the assistance of the Job Service to have little opportunity to be re-employed in the same or similar occupation or skill level within the labor market area.

SUMMARY: This activity must teach its participants new skills that are distinct from those possessed upon entry. The occupation(s) for which training is provided must be ones in which skill shortages exist. Employers who receive funds to retrain their "notified" employees must make a prior commitment to hire the participant after he or she is retrained into that other occupation. If the person's employer is not interested or able to retrain his worker(s), the individuals may seek retraining elsewhere in anticipation of securing employment with another employer. Retraining can consist of either classroom training, OJT, or a combination of both. In many cases retrained participants earned a lower starting wage than they had enjoyed previously but were grateful to be employed. Upgrading and retraining activities were restricted to 20% of funds available under PSIP.

PARTICIPANTS: Served: 27 EE/Total Term: 14/16 (85%) Cost per EE: \$2,129

Pre-CETA Wage: \$5.91 Post-CETA Wage: \$5.60

CONTACT PERSON: Rick Hokanson, Director - GMJTP, 690 American Center Building,  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-6056

TITLE: Business Internships

OPERATOR(S): Greater Minnesota Area Vocational Technical Institutes

DATA: FY'81

AMOUNT: \$8,850

PURPOSE: To provide a funding source for selected AVTI students and businesses which would provide internships to handicapped or otherwise disadvantaged students.

SUMMARY: All AVTIs in the Greater Minnesota area were contacted to participate. The primary programs involved were Agri-Business and Distributive Education. There was a need at the participating AVTIs to have a source of subsidy for internships for students who were not readily placed yet needed the private sector experience to complete their program requirements. Most of the interns were handicapped or learning disabled in some way. Some were CETA classroom trainees.

CONTACT PERSON: GMPIC Representative  
Roger Iverson, Adult Director, Willmar AVTI  
Willmar, MN 56201  
(612) 235-5114

Contractor/Staff  
Patrick J. Cruik, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

TITLE: Carpenter/Cement Finisher Training  
OPERATOR(S): Avon - Cold Spring Lumber Co., Avon, MN  
DATE: FY'81  
AMOUNT: \$10,398  
PURPOSE: To directly train on-the-job, 4 eligible participants in carpentry and/or cement finishing.

SUMMARY: Avon-Cold Spring Lumber planned to train and employ four eligible participants in the occupations of carpenter or cement finisher. The carpentry skills taught included blueprint reading, building plans, and many other skills needed for new construction. These latter skills ranged from rough carpentry to some finishing work. The cement finisher training included use of cement tools, proper cement mixing, and adherence to plans and blueprints. Economic conditions prevented the company from training and employing four people but they were able to absorb two during very difficult economic times.

PARTICIPANTS; Served: 2 EE/Total Term: 2/2 (100%) Cost per EE: \$5,199  
Pre-CETA Wage: \$3.50 Post-CETA Wage: \$5.00

CONTACT PERSONS: Terry Gruber, Job Developer, St. Cloud Job Training Office  
444 No. 28th Ave., Suite C, St. Cloud, MN 56302  
(612) 255-4262  
Don Heurung, Business Manager, Avon - Cold Spring Lumber Co.  
Avon, MN  
(612) 356-7342

**TITLE:** Customized Training

**OPERATOR(S):** The 13 Greater Minnesota Job Training Offices

**DATE:** FY'83

**AMOUNT:** \$100,000

**PURPOSE:** To encourage the development of on-site industry - specific skills training programs in the Greater Minnesota area.

**SUMMARY:** All GMJTOs were provided funds by formula to use for this project. The idea for the project was based on the feeling that there are businesses in the Greater Minnesota area that have special training requirements that are not being met by conventional institutions and that development of and provision of funds for so-called "customized training" could result in more placements for CETA-eligibles. Some kinds of skill training may not require a one or two-year standardized course. A shorter-term program that would creatively combine classroom training and practical OJT on-site may better serve both the business and potential workers.

This project was felt to be a potential asset in local economic development activities with new or expanding industries. It was also felt to be a significant additional resource for the Business Contact Project described in Part III.

**PARTICIPANTS:** Data not yet available.

**CONTACT PERSONS:** Patrick J. Cruit, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

TITLE: Education for Gainful Occupations

OPERATOR(S): Rochester Women's Shelter, Rochester, MN

DATE: FY81

AMOUNT: \$2,734

PURPOSE: To provide a high-support work experience setting for selected battered women to prepare them for general placement in the private sector.

SUMMARY: The shelter was able to provide a variety of work experience to the women selected for this project. The experience included office work, housekeeping and human services functions. The participants were residents of the shelter. They were expected to make gradual improvement in working toward independent employment. For most this began with improving their over-all self-esteem. The project hoped to prepare the women for general placement - - that is employment in most any entry-level job in the private sector.

PARTICIPANTS: Served: 2 EE/Total Term: 2/2 Cost per EE: \$1,367  
Pre-CETA Wage: 0 Post-CETA Wage: \$4.35

CONTACT PERSON: Judy Miller, Director, Women's Shelter  
Rochester, MN  
(507) 285-1010

TITLE: Employment Opportunities for Women  
OPERATOR(S): Mora Job Training Office (JTO) and Pine Technical Institute  
DATE: FY'82 & 83  
AMOUNT: \$38,300  
PURPOSE: To provide specialized placement services designed to overcome the unique barriers to employment faced by rural women entering the labor market.

SUMMARY: Operated over two fiscal years, this project includes services such as:

1. Expanded career choices - offered every six weeks with 15 participants per class, it addresses career selection, goal setting, and an in-depth analysis of the labor market.
2. Vocational training (for career-specific vocational training, participants are transferred to Title IIB)
3. Specialized training - as needed, specialized training is offered through Pine Technical Institute as an adjunct to OJT or prior to placement on a job.
4. Job Search to help participants learn job seeking skills, interviewing, and dealing with employers.

The benefits of the project include increased employer awareness and use of training programs, greater employer acceptance of women in jobs traditionally held by men.

PARTICIPANTS: Served: 75 EE/Total Term: 37/52 (71%) Cost per EE: \$1,035  
Pre-CETA Wage: \$3.85 Post-CETA Wage: \$4.40

\*NOTE: 25 additional participants were employed since 10/1/82 (total of 62). Only two were negative.

CONTACT PERSON: Joyce Belford, Supervisor, Mora Job Training Office  
Mora, MN  
(612) 679-4511

TITLE: Job Clubs/Job Search

OPERATOR(S): Greater Minnesota Job Training Offices

DATE: FY'83

AMOUNT: \$25,000

PURPOSE: To directly secure a job through an intense daily small group experience.

SUMMARY: Almost every Job Training Office conducted at least one Job Club. The group was usually composed of 10-12 participants who reported to "work" every day at the JTO. Their "job" was to get themselves a job. They learned how to improve their appearance, how to prepare a better application form, how to prepare a resume, and how to interact with employers more positively. The participants were often selected for having a positive attitude. Often they were expected to contact a minimum of ten employers per day. They were expected to treat their "job" in the Job Club just like they would a real job as far as punctuality and dress.

The GMPIC began to fund Job Club activity in mid-FY'83. They were impressed with what they saw in dedicated JTO staff and the "self-help" nature of the Clubs.

PARTICIPANTS: Data not yet available.

CONTACT PERSONS: Terry Gruber, St. Cloud Job Training Office  
St. Cloud, MN  
(612) 255-4262

Darrell Poffenberger, Winona Job Training Office  
Winona, MN  
(507) 457-5470

TITLE: Jobs For Graduates (School-to-Work Transition)  
OPERATOR(S): Inter County Community Council, Prairie Five Action Council and Mora Job Training  
DATE: FY'83  
AMOUNT: \$91,000

PURPOSE: To identify, prepare and place eligible high school seniors who do not intend to go on a post-secondary training institution.

SUMMARY: These projects were designed to bring job seeking skills, career choice, etc., into pilot area high schools to help selected seniors prepare for placement after graduation. While there is variation among these projects, they usually include: 1) some assistance in making a good choice of occupational area; 2) a support group wherein seniors can learn from their peers; and 3) assistance in finding and retaining a job upon graduation.

The projects were solicited in an effort to encourage the incorporation of "preparation for work" into the curriculum for seniors in the pilot high schools. It was hoped to include some of the elements of a program pioneered in Delaware called Jobs For Delaware Graduates. Because of the relatively large geographic areas in each of the three pilot regions, it will be difficult to achieve the intensity of daily personal contact and support that is characteristic of that program. However, it is felt to be important that seniors, who would not ordinarily receive proper guidance, have an extra shot at getting and keeping a job in transition from school to work.

PARTICIPANTS: Data not yet available, but plan is to serve at least 500 seniors

CONTACT PERSON: GMPIC Representative  
Steve Perkins, Perkins Realty  
Pipestone, MN  
(507) 825-2525

Contractor/Staff  
Patrick J. Cruit, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

TITLE: Office Equipment Technicians Project

OPERATOR(S): Faribault AVTI

DATE: FY'81

AMOUNT: \$5,780

PURPOSE: To co-fund a classroom training program run by the AVTI in proportion to eligible participants enrolled.

SUMMARY: The PIC contributed funding to partially offset the instructor salary in proportion to the number of eligible participants in the class at the end of each invoice period. The course was designed to help students compete for demand jobs in the office equipment repair field. Such equipment included typewriters, copiers, word processors, etc. It included familiarization with computerized equipment and related electronic skills.

PARTICIPANTS: Served: 5 EE/Total Term: 3/5 (60%) Cost per EE: \$1,927

Pre-CETA Wage: Not Available Post-CETA Wage: \$4.75

CONTACT PERSONS: GMPIC Representative  
Pete Connor, Owatonna Tool Company  
Owatonna, MN  
(507) 451-5310

Contractor/Staff  
Viril Layton, Director, Faribault  
Faribault, MN  
(507) 334-3965

Patrick J. Cruik, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

TITLE: Rural Home Renovation

OPERATOR(S): Inter-County Community Council, Inc., Oklee, MN

DATE: FY'81

AMOUNT: \$67,989

PURPOSE: To provide employment and training for seven laid-off construction workers while refurbishing homes in the Oklee area for resale to low-income families.

SUMMARY: This project involved the renovation of two homes in northwestern Minnesota. The operator got loans from the Housing Assistance Council to purchase the houses and 75% of the building materials. Local banks loaned the other 25% for materials. The seven workers learned most of the skills needed to renovate a house from rough carpentry to finishing work. The houses were sold to low-income buyers almost immediately after refurbishment was complete. Six of the trainees formed two 3-person work crews. The other participant was assigned to be a foreman. After the two homes were completed, the six crew members were referred to the Region I Job Training Offices for placement. ICCC just barely broke even on the two houses and decided to abandon a second planned project due to poor economic conditions.

PARTICIPANTS: Served: 7 EE/Total Term: 6/7 (86%) Cost per EE: \$11,332

CONTACT PERSON: Roy Jorgenson, Director, Inter-County Community Council  
Oklee, MN  
(218) 796-5144

TITLE: Sauk Centre Creamery Project

OPERATOR(S): Sauk Centre Creamery

DATE: FY82

AMOUNT: \$5,436

PURPOSE: To directly train on-the-job and employ 2 eligible participants to work as sanitary technicians in the creamery.

SUMMARY: The creamery decided to get into milk processing (bottled). They had upgraded one of their truck drivers to be Mill Processing Supervisor. Then they hired two new people under the project to work in the plant. They learned equipment operation, mixing formulas, maintaining equipment, and monitoring equipment for temperature, etc. Both people are still employed and the new department seems to be doing well.

PARTICIPANTS: Served: 2 EE/Total Term: 2/2 (100%) Cost per EE: \$2,718  
Pre-CETA Wage: \$4.00 Post-CETA Wage: \$5.10

CONTACT PERSONS: Terry Gruber, Job Developer, St. Cloud Job Training Office  
44 N. 28th Ave., Suite C, St. Cloud, MN 56302  
(612) 255-4262

Jerry Fredricks, Creamery Manager, Sauk Centre Creamery  
Sauk Centre, MN  
(612) 352-6513

**TITLE:** Small Business Assistance Program

**OPERATOR(S):** Mora Job Training office (in conjunction with Pine Technical Institute, U of M, College of St. Thomas, Control Data Business Advisors, Inc., and the East Central Regional Development Commission)

**DATE:** FY'82

**AMOUNT:** \$30,191

**PURPOSE:** To stimulate the economy by improving the basic management skills of eligible businesses in East-Central Minnesota.

**SUMMARY:** This project began by using a survey to identify the employment and training needs of some 1,500 small businesses in the 5-county area. Subsequently it included classroom training in business fundamentals. The business fundamentals included preparation and use of a business plan.

The selected businesses were projected to hire a moderate number of eligible people as a measurable outcome of the project. During FY'82, six new jobs were created.

Other helps included bookkeeping, record keeping, facility utilization, and personnel management. One participant business said, "the course is about the only way a small business has to learn big business practices which will help them to compete in a highly competitive world".

**PARTICIPANTS:** Served: 45 EE/Total Term: 25/16 Cost per EE: \$1,208  
Pre-CETA Wage: \$3.85 Post-CETA Wage: \$4.40

**\*NOTE:** 19 participants transferred to Title IIB - still enrolled in the program.

**CONTACT PERSON:** Joyce Belford, Supervisor, Mora Job Training Office  
Mora, MN  
(612) 679-4511

**TITLE:** Small Farm Vegetable Production  
**OPERATOR(S):** Rural Ventures, Inc. (in conjunction with Mora JTO, Pine Vo-Tech, Ag Extension, and East Central RDC).  
**DATE:** FY'82  
**AMOUNT:** \$82,670.00

**PURPOSE:** To train low-income farmers in the rudiments of planning for, raising, harvesting and marketing broccoli, cabbage, and cauliflower on small plots in the marginal soils of east central Minnesota.

**SUMMARY:** This project initially involved its participants in formal classroom training where they learned about marketing, harvesting, product packaging, irrigation, herbicides and pesticides. Pine Technical Institute established the classroom portion. The project included a Steering Committee made up of participants and project service providers. Mora JTO recruited clients, screened them, designed client work plans, and provided on-going assistance and support to the clients. Mora JTO also was instrumental in securing all of the needed funding. The U of M Extension Office conducted soil testing, plot design, product marketing plans, and helped select participants. The major contractor, Rural Ventures, Inc. selected the three crops to be planted, ordered seeds and equipment, visited plot sites regularly, negotiated in the marketplace for the marketing of the farmers product, and arranged for cold storage in Mora and transportation to market. RVI also was overseer for the classroom portion, participant selection and the steering committee. The project is hoped to culminate in the establishment of a self-supporting co-op. The participants and providers held an inaugural Pick Um Growers Association dinner in the Fall of 1982.

**\*PARTICIPANTS:** Served: 30 EE/Total Term: 13/17 Cost per EE: \$6,308

**\*NOTE:** The total of 30 started in classroom training . . . 21 continued in on-the-farm training (6 of the other 9 were placed in jobs . . . 2 transferred to DVR . . . 1 dropped out of the program . . . presently 13 of those 21 are waiting for the second year of this project - the other 8 entered employment.

**CONTACT PERSONS:** GMPIC Representative  
Harold Birkeland, Birkeland Architects  
Buffalo, MN  
(612) 682-1782

Contractor/Staff  
Joyce Belford, Supervisor, Mora Job Training Office  
Mora, MN  
(612) 679-4511

Chrys Sanda, Rural Ventures, Inc.  
Minneapolis, MN  
(612) 853-6266

TITLE: Tree-Trimmer/Landscaper Training  
OPERATOR: Davey Environmental Services, Kent, Ohio  
DATE: FY82  
AMOUNT: \$32,000  
PURPOSE: To provide training using a "hands-on" approach for participants to learn tree-trimming and landscaping.

SUMMARY" This 12-week project operated in the City of Winona, MN. The Davey trainer used the city's parks as a laboratory for practical tree work on trimming mature trees. The trainees also planted young trees along boulevards and landscaped a public building. A unique element was the provision of skills training while helping the city spruce up its parks. The work done could never have been done by city employees. The participants included both men and women.

PARTICIPANTS: Served: 11 EE/Term: 9/11 (82%) Cost per EE: \$3,555  
Pre-CETA Wage: \$3.35 Post-CETA Wage: \$5.00

CONTACT PERSONS: GMPIC Representative  
John Meinke, Formgraphics, Inc.  
Winona, MN  
(507) 454-6600  
Contractor/Staff  
Ken Brackee, Manager, Davey Environmental Services  
Fridley, MN  
(612) 571-1494  
Larry Meyer, Counselor, Winona Job Training Office  
Winona, MN  
(507) 457-5470

TITLE: Upgrade Welder/Supervisor Training  
OPERATOR(S): Ag-Chem Equipment Co. Inc., Jackson, MN  
DATE: FY'81  
AMOUNT: \$23,188

PURPOSE: To provide advanced welder training to 14 welders and supervisory training to 10 other employees in exchange for a company commitment to hire for entry positions from among CETA-eligibles referred by the local Job Training office.

SUMMARY: The supervisory portion was designed to provide employees who had demonstrated supervisory potential with the basic skills necessary to assume such responsibilities. Training topics included Delegating and Monitoring, Communicating, and Performance Appraisals.

The welder portion provided existing welders with the skills necessary to perform the more difficult welding jobs and thereby create job opportunities for lesser-skilled applicants as openings occur. There openings were to be first offered to CETA eligible participants

Both portions included classroom instruction while the welding program added on-the-job training. In both portions a consultant assisted with some elements of the training.

The economic conditions did not allow Ag-Chem to back-fill at the entry level as much as intended, but seven new hires were made from among CETA eligibles. Ag-Chem reported being pleased with the caliber of people referred by the Worthington Job Training Office.

PARTICIPANTS: Served: 24 EE/Total Term: 24/24 (100%) Cost per EE: \$967  
Pre-CETA Wage: \$7.70 Post-CETA Wage: \$7.99

CONTACT PERSONS: Terry Hanson, Manager of Industrial Relations  
Ag-Chem Co., Inc., Jackson, MN  
(507) 847-2690

Emily Kleve, Job Developer, Worthington Job Training Office  
Worthington, MN  
(507) 376-3113

TITLE: Upgrade/Retrain for Women

OPERATOR(S): Crookston Job Training Office

DATE: FY'82-83

AMOUNT: \$20,000

PURPOSE: To provide a special fund source for businesses to design Upgrade/Retrain programs for Crookston-area women.

SUMMARY: Local businesses are working with Crookston Job Training Office staff to customize training for either upgrading or retraining their employees. The training can be classroom training, on-the-job training, or a combination of both. The project was designed to help employers fill skill shortage occupations while allowing women access to non-traditional positions. At its conclusion the project should serve 12-15 women.

PARTICIPANTS: Served: 12 EE/Total Term: 3/3 (100%) Cost per EE: N/A  
Pre-CETA Wage: \$5.00 Post-CETA Wage: \$7.00

CONTACT PERSONS: GMPIC Representative  
Maury Finney, Maury's TV & Appliance  
East Grand Forks, MN 56271  
(218) 773-2466

Contractor/Staff  
Bill McManus, Job Developer, Crookston Job Training Office  
Crookston, MN  
(218) 281-5135

TITLE: Vegetable Beef Jerky Manufacturing  
OPERATOR(S): Natural Way Mills, Inc., Middle River, MN  
DATE: FY'82  
AMOUNT: \$1,026

PURPOSE: The original purpose was to build a new department employing 10-12 people in assembly-line work making a new beef jerky product.

SUMMARY: Natural Way Mills planned to expand into production of a vegetarian jerky. For the product, grains were purchased from local farmers. Most other working materials are purchased from merchants in Middle River and Thief River Falls. The mill grinds the grain for their products which get distributed coast to coast and through natural food distributors. As the market expanded the company planned to add workers and provide stable employment for area residents. The project never became fully operational because the product had difficulty succeeding in the marketplace.

PARTICIPANTS: Served: 2 EE/Total Term: 1/1 (100%) Cost per EE: \$1,026  
Pre-CETA Wage: \$3.50 Post-CETA Wage: \$4.00

CONTACT PERSONS: Rod Kragness, Job Developer, Thief River Falls  
Job Training Office  
(218) 681-7350  
  
Betty Walton, Owner, Mr. Drane's  
Thief River Falls, MN  
(218) 681-7350

**TITLE:** Women In Trades & Technical Occupations

**OPERATOR(S):** The 13 Greater Minnesota Job Training Offices

**DATE:** FY'83

**AMOUNT:** \$100,000

**PURPOSE:** To provide an incentive fund to offset the costs of tuition, books, and supplies of eligible women who would seek formal training, classroom and/or apprenticeship, in a recognized trade or technical occupation.

**SUMMARY:** The GMJTOs were provided funds by formula to use in FY'83 for this special purpose. An early problem with this effort is that the start-up cycle for classroom training at AVTIs was missed. Therefore, the funds may not get adequately utilized as planned. If successful, the incentive funds should encourage women to consider occupations that they might not have considered otherwise. It should also improve the level of service provided to women in PSIP. Historically, with the predominance of OJT in PSIP, the participants were disproportionately male. In part, the idea grew out of a special Department of Labor (DOL) training workshop entitled "Women In Apprenticeship". These workshops were presented throughout DOL's Region V and included a session in St. Paul.

**PARTICIPANTS:** Data not yet available.

**CONTACT PERSONS:** Rick Hokanson, Director - GMJTP, 690 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-6056

Patrick J. Cruik, Director - GMPIC, 710 American Center Building,  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

Part III  
Employment Generating Services

# **The Private Sector Initiative Program: A Review**

May 1983

**PART III**

**EMPLOYMENT GENERATING SERVICES**

**THE PRIVATE SECTOR INITIATIVE PROGRAM: A REVIEW**

Patrick J. Cruit  
Executive Director

May 1983

Greater MN Private Industry Council, Inc.  
710 American Center Building  
150 E. Kellogg Blvd.  
St. Paul, MN 55101

This report was prepared for new local Private Industry Councils who will be implementing programs under the Job Training Partnership Act (JTPA). As a subgrantee, the Greater Minnesota Private Industry Council, Inc. worked toward interjecting its own judgment in analyzing this Private Sector Initiative Program experience. It alone is responsible for the contents of this report.

## PREFACE

This is the third of a four-part report prepared for new Private Industry Councils who will be implementing programs under the Job Training Partnership Act.

This part looks at Employment Generating Services. These are services that do not directly involve participants, but rather through a seminar or other event generated additional public consciousness about job training thereby indirectly creating more jobs in the area for eligible participants.

Employment Generating Services were planned and monitored by GMPIC's Small Business Committee. Its 1983 members, whose complete names, addresses and phone numbers appear in Part I, included:

Maurine Pederson (Chair)  
Morrie Benson  
Pat Bonniwell  
David Clobes  
Maury Finney  
Don Ingram  
Larry Johnson  
Mike Mulrooney

Jerry Sandstrom  
LeRoy Scharmer  
Al Spaeth  
Ron Stone  
Betty Walton  
Pat Cruik (Staff)

**TITLE:** Business Contact Project

**OPERATOR(S):** Austin, Mankato, Pine City, Rochester/Winona AVTIs

**DATE:** FY'83

**AMOUNT:** \$40,128

**PURPOSE:** To strengthen the ties between business, AVTIs, and Job Training Offices through development of customized, on-site skills training.

**SUMMARY:** These four projects were funded after a competitive bidding process (Request for Proposals) which drew responses from almost all AVTIs in the Greater Minnesota area. The projects were sought to, in part, replicate a successful program in Oklahoma. In that state the Department of Vocational Education provides for a position called Industrial Coordinator. That person gets in touch and stays in touch with almost every business in his service area to be certain that the training needs of business are met either inside or outside the existing resources of their area schools. GMPIC's Business Contact Project was intended to get in touch with businesses in the four pilot areas. By analyzing the training and employment needs and trends of businesses in the area it is hoped that customized training programs on-site, in industry, can be developed. The programs would be oriented towards solving the need of the business by drawing on resources inside or outside of the pilot AVTI. If job openings are developed, they were to be filled from the pool of eligibles available through the area's Job Training Office.

**CONTACT PERSON:** Patrick J. Cruit, Director - GMPIC, 710 American Center Building  
150 E Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

TITLE: Business Options Network  
OPERATOR(S): KWCM, Channel 10, Appleton, MN  
DATE: FY82  
AMOUNT: \$46,000

PURPOSE: To explore ways to apply the resources of a public television station to a variety of economic development and training needs in West Central Minnesota.

SUMMARY: KWCM engaged in a number of diverse activities such as:

1. delivering training and information services to businesses and to training institutions;
2. experimenting in using teleconferencing and live broadcasting on economic development topics;
3. developing a resource inventory and conducting on-going evaluation of training materials and technologies;
4. giving access to and orientation in the use of broadcast and production facilities for training and development organizations.

The training topics have varied but eventually have focused on electronics and high technology. The project has provided an opportunity to increase communication about business's training needs plus the benefits and opportunities training can afford employers.

\*PARTICIPANTS: Served: 250 employees in 60 businesses \$ per employee \$184

\* In this case the participants were employees viewing training tapes and films to improve their skills. Also some 50 businesses were interviewed about training needs and how they could be met.

CONTACT PERSONS: GMPIC Representative  
Ron Stone, Manager, Boyd Services  
Boyd, MN  
(612) 769-2220

Contractor/Staff  
Julie Joplin, KWCM TV, Appleton, MN  
(612) 289-1640

TITLE: Basic Supervisory Seminars

OPERATOR(S): Wilson Learning Midwest

DATE: FY'82

AMOUNT: \$42,000

PURPOSE: To conduct a series of one-day seminars for supervisors designed to teach them the basics of supervising employees.

SUMMARY: Wilson Learning's seminars focused on identifying the positive behaviors which the supervisors want to encourage and build upon and the negative behaviors they want to extinguish. Participants were taught a Feedback System called the "2 to 4 Minute Feedback". The system was billed as an effective leadership method of communication. It helps focus the employee on the specific positive things they do correctly on a job or project. It also helps the employee, with the assistance of the supervisor, come up with ways to make corrections or improvements in their work.

Participants paid \$10 to help offset the cost of lunch and promotions. Nearly 2,000 supervisors attended 33 seminars all over the Greater Minnesota area.

A great deal of local support was donated by the Greater Minnesota Job Training Offices, Chambers of Commerce, and AVTIs. Coordination of promotion was provided by the Minnesota Department of Economic Security's Office of Public Information and Education.

\*PARTICIPANTS: Served 1,917 \$ per participant \$22

CONTACT PERSONS: Allan Lotsberg, Performance Consultant, Wilson Learning Midwest  
6973 Washington Avenue South, Edina, Minnesota 55435  
(612) 944-3150

Patrick J. Cruit, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

\* In this case the participants were, by and large, supervisors in small businesses throughout Greater Minnesota.

**TITLE:** Targeted Jobs Tax Credit (TJTC) Seminars

**OPERATOR(S):** McMahon, Hartmann, Amundson & Co., St. Cloud, MN

**DATE:** FY'81

**AMOUNT:** \$14,000

**PURPOSE:** To relate the benefits of using the Targeted Jobs Tax Credit (TJTC) to employers throughout the Greater Minnesota area.

**SUMMARY:** GMPIC contracted with the above CPA firm to conduct a round-robin of employer seminars on TJTC. TJTC allows employers to take a credit on their income tax return of a percentage of a qualifying employee's first and second year wages. Qualifying employees were those who were: Voc. Rehab referrals, General Assistance recipients, WIN recipients, and several special categories of economically disadvantaged people. For the employer, the program was simple, required the completion of a few questions on a voucher and returning same to the local Job Service office. Then one IRS form was filed with the employer's tax return for credit for all employee wages that qualified. The seminars were usually conducted in a 2-3 hour segment with an accountant. All attending employers received an easy-to-use "TJTC - Handbook For Businesses".

**CONTACT PERSONS:** Philip L. Terry, CPA  
McMahon, Hartmann, Amundson & Co., CPAs  
911 N. 18th Street, Box 1067  
St. Cloud, MN 56302  
(612) 251-4266

Patrick J. Cruit, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Blvd., St. Paul, Minnesota 55101  
(612) 296-5754

TITLE: Financing Small Business In Rural Minnesota - A Resource Guide

OPERATOR(S): Control Data Business Advisors, Inc.

DATE: FY'82

AMOUNT: \$45,983.50

PURPOSE: To compile, produce and distribute an easy-to-use reference guide to help the small business harness needed financial information.

SUMMARY: The project was conducted in two phases. First was to research, compile, organize, and produce a camera-ready guide. This involved such features as having all of the text written by a team of professional writers who were charged with assuring that the text would be easily read and understood by virtually any small business. At its conclusion, the guide numbered 68 pages and contained such information as: 1) how to prepare a business plan; 2) how to work with the SBA; 3) what and where are the sources of financing - public and private; 4) how to use your local bank; and 5) how to benefit from hiring incentives and tax credits. The last phase found 10,000 copies printed and distributed free-of-cost to users not only in Minnesota but in other states as well. The distribution was coordinated by the Minnesota Department of Economic Security's Office of Public Information and Education. At the local level Job Developers from the Job Training Offices played a major role in personally distributing the guides to area employers.

CONTACT PERSON: GMPIC Representative  
Maurine Pederson, Pedersons Unlimited  
Paynesville, MN  
(612) 243-3404

Contractor/Staff  
Patrick J. Cruik, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

NOTE: Limited numbers of this Guide remain available through GMPIC's office until 9-30-83. Contact Cruik as above.

TITLE: Operation Back Home Again

OPERATOR(S): Southwestern Development Corp., Windom, MN

DATE: FY'81

AMOUNT: \$25,000

PURPOSE: To produce a data bank of former residents, indexed by occupational skill, who would be willing to return to southwestern Minnesota for employment.

SUMMARY: The SWM Development Corp. tried to contact people who had graduated from Southwestern Minnesota High Schools but had subsequently trained, educated and/or moved themselves out of the area. The people were surveyed concerning their interest in returning. Those who were interested were indexed by occupational skill. This data bank was used in attracting new or expanding business to the area. The project was funded for one year. That year was spent primarily seeking access to names of graduates from area high schools. There were some obstacles to its success such as the Data Privacy Act. The operator felt that good progress had been made and sought second-year funding. The PIC did not feel that progress to date warranted continuance and the project was dropped in FY'82.

CONTACT PERSONS: GMPIC Representative  
Steve Perkins, Perkins Realty  
214 NW 2nd Street, Pipestone, MN  
(507) 825-2525

Contractor/Staff  
Mike Schofield, SWM Development Corp.  
Windom, MN  
(507) 831-2122

Patrick J. Cruit, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

**TITLE:** Vocational Visions

**OPERATOR(S):** Willmar Area Vocational-Technical Institute

**DATE:** FY'82

**AMOUNT:** \$148,936

**PURPOSE:** To produce professional-quality, marketable video tapes realistically depicting occupations in 5-8 minute segments.

**SUMMARY:** A total of 38 occupations were filmed, edited and completed in FY'82. Each segment takes the career information seeker "on location" at both the training sites and the actual real-life work site for the job. The segments are characterized by commentary from employers, workers, trainers, and students of each job. An effort was made to avoid stereotyping the role models in terms of sex, race, or age. The tapes are being commercially marketed by Guidance Associates, however, they are available to Minnesota users at cost through the Minnesota Curriculum Services Center, 3554 White Bear Avenue, White Bear Lake, MN 55110, (612) 770-3943 or (800) 652-9024.

**CONTACT PERSONS:** Tom McDonough, Project Director, Willmar AVTI  
Willmar, Minnesota  
(612) 235-5114

Patrick J. Cruik, Director - GMPIC, 710 American Center Building  
150 E. Kellogg Boulevard, St. Paul, Minnesota 55101  
(612) 296-5754

Part IV  
Publicity and Public Relations

**The Private Sector Initiative Program: A Review**

May 1983

**PART IV**

**PUBLICITY AND PUBLIC RELATIONS**

**THE PRIVATE SECTOR INITIATIVE PROGRAM: A REVIEW**

Rick Naymark  
Public Relations Staff

May 1983

Public Information & Education  
MN Dept. of Economic Security  
St. Paul, MN 55101  
Ph (612) 296-2369

These projects were completed for the Greater MN Private Industry Council, Inc., under contract to the Public Information and Education Section of the Minnesota Department of Economic Security, in 1981, 1982 and 1983. The project summaries were prepared by the grantor.

## PREFACE

Each year, the Greater MN Private Industry Council, Inc. established a public relations and marketing plan. The plans were developed by the Public Information and Education Section of the Minnesota Department of Economic Security, at the direction of a public relations committee of the council and under guidance from administrative and field operations staff members. The goal of the plans was to create an awareness of PIC programs and services among employers, job seekers, community leaders and the general public in order:

- to generate employer inquiries and job orders
- to recruit potential trainees
- to promote a positive image of PIC private sector opportunities and PIC-screened or trained workers
- to provide marketing support for field staff

Activities conducted as a result of the plans are described in the summaries which follow.

The PR Committee in FY83 included:

Emery "Buck" Jackson (Chair)  
Maury Finney  
Don Ingram  
Larry Johnson  
Marilyn Johnson

John Meinke  
Mike Mulrooney  
Jerry Sandstrom  
LeRoy Scharmer  
Sylvan Stepp

**TITLE:** Bottom Line Quarterly Employer Newsletter

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** Four times a year

**AMOUNT:** \$1,500 per issue

**PURPOSE:** To contact employers periodically, with information about the PIC, to generate interest and solicit participation.

**SUMMARY:** The PIC produced and distributed a quarterly newsletter containing business-oriented information along with smaller articles about PIC services.

Small, rural businesses usually have neither the time nor the money to invest in management assistance or training. The newsletter helped fill that void, while promoting the PIC and its goals and soliciting employer inquiries.

**PARTICIPANTS:** 8,000 employers received each issue

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Streer, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Employer Breakfasts

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** June - September, 1981

**AMOUNT:** \$10,000

**PURPOSE:** To market employer programs through presentations to employers at 15 breakfast meetings.

**SUMMARY:** An evaluation of the first 11 employer meetings shows that 241 employers attended, representing 210 businesses. A total of 108 of these businesses represented new accounts. A one-month follow-up indicates that 41 job orders resulted from the meetings.

**PARTICIPANTS:** 300 employers in 15 meetings.

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Employer Brochure (mass mailed)

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** 1981

**PURPOSE:** To generate employer inquiries at Job Training Offices by producing a brochure highlighting our services and mass-mailing it to employers.

**SUMMARY:** The brochure, called "Eight Ways to Hire New Workers," explained employer services and asked employers to call Job Training Offices. The brochure was mailed to 26,000 employers (with 20 or fewer employees) in our service area. About one percent of the recipients made calls to our offices. We attributed the low response to the poor economy and the fact that employers, generally, were not hiring.

**PURPOSE:** 26,000 employers

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Employer Brochure II

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** February, 1983

**AMOUNT:** \$1,000

**PURPOSE:** To provide job developers with an employer handout which explains programs and services.

**SUMMARY:** The brochure explains services such as on-the-job training, upgrading, retraining, customized training and tax credits. Employers who have used these services are pictured. The brochure may be mailed separately or in a regular business envelope.

**PARTICIPANTS:** 12 Job Training Offices are distributing 5,000 brochures

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Employer Slide Show

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** 1981

**AMOUNT:** \$10,000

**PURPOSE:** To provide testimonials from employers who have used our job training services, for use in job development before employer groups.

**SUMMARY:** An eight-minute slide-tape show was produced, showing employers talking about their use and endorsement of our job training programs. Copies of the slide show were given to each Job Training Office for presentation during speeches to employer groups.

**PARTICIPANTS:** Total audience unknown

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Employer Survey

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** October, 1981

**AMOUNT:** \$400

**PURPOSE:** To assess employer attitudes toward hiring of the unemployed and use of CETA programs in order to better market our services.

**SUMMARY:** In October, 1981, the Private Industry Council surveyed rural employer attitudes toward employment and training programs in general and CETA in particular. A survey was mailed to 340 employers, one-third of whom has used CETA programs in the past. A total of 129, or 38 percent, completed and returned the survey.

An analysis of the survey findings was mailed to staff. Additionally, we prepared a news release on survey results and based future PIC advertisements on employer perceptions uncovered in the survey. We encouraged job developers to call survey respondents who said that they have not used CETA because no one has asked them.

A second survey was mailed to 1360 employers in April, 1983.

**PARTICIPANTS:** 1700 employers

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Marketing of Employer Seminars on "Supervisory Skills"

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** June - September, 1982

**AMOUNT:** \$500 (market support, only)

**PURPOSE:** To provide marketing support of "Supervisory Skills Workshops" at 15 locations.

**SUMMARY:** Sponsors were given a marketing plan, workshop flyers, press releases, telephone scripts and letters of invitation.

**PARTICIPANTS:** Approximately 1,300 employers

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Marketing of "Financing Small Business in Rural Minnesota" Guide

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** October, 1981 - January, 1982

**AMOUNT:** \$5,000 (postage and advertising)

**PURPOSE:** To promote and distribute 10,000 guides to employers in the PIC's service area.

**SUMMARY:** The marketing effort included newspaper stories, radio public service announcements, a newspaper display ad, mailings to employers who attended PIC-sponsored breakfasts, and PIC-sponsored meetings on the subject of the manual, itself.

We placed advertisements in 89 newspapers, press releases in 141 newspapers, and public service announcements at 59 radio stations. The newspaper ads resulted in a total of 141 coupons or calls received at the CETA centers. The CETA center staff spoke about the guides before 14 civic groups.

Additional distribution was made to Chambers of Commerce, AVTI Adult Directors, Small Business Development Centers and two other rural prime sponsors.

All guides were distributed.

**PARTICIPANTS:** Job Training Office staff; employers who received the guide

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** National Alliance of Business Marketing Materials

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** 1981 - 1982

**AMOUNT:** \$1,500

**PURPOSE:** To adapt and distribute National Alliance of Business marketing materials.

**SUMMARY:** We adapted and distributed NAB radio and television public service announcements. Based on other NAB material, we produced a general information brochure on the Greater Minnesota PIC.

**PARTICIPANTS:** All radio and television stations in our service area received copies of the tapes. The brochure (1,000 were printed) was given to employers and others interested in PIC programs.

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Newspaper Advertising

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** 1982 - 1983

**AMOUNT:** \$3,800 each (includes advertising costs); Five ads run in two years

**PURPOSE:** To advertise programs in local newspapers so that employers learn about services and contact Job Training Offices for more information.

**SUMMARY:** The PIC sponsored five newspaper ads promoting the availability of: 1) the booklet called "Financing Small Business in Rural Minnesota," 2) on-the-job training subsidies ("Cut the cost of training new workers"), 3) on-the-job training subsidies (Steve Perkins saying "We'll pay you to train your next worker"), 4) job upgrading subsidies, and 5) job search groups.

On the average, ten of 13 Job Training Offices placed the ads. Each ad was run in about 100 newspapers, at an average cost of \$35 per insertion. Direct response was light (15-30 employer inquiries per ad). Office supervisors thought the low response was due to the poor economy at the time the ads were run. Employers were not hiring. (In fact, the ads would bring in calls from job seekers, hoping to be matched to employers who responded to the ad.)

The ads, it was thought, did have the indirect benefit of telling the employer community that our programs were "alive and available when needed." Newspapers, which often publish our press releases, appreciated the business.

**PARTICIPANTS:** Number of employers who read ads is unknown

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** PIC-member Letter-Writing Campaign

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** May, 1982; December, 1982

**AMOUNT:** \$200

**PURPOSE:** To send personal letters from PIC members to employers, asking them to use PIC programs.

**SUMMARY:** As the result of the letter-writing campaign, 17 PIC members wrote letters to a total of 140 employers asking them to try PIC services. Job developers made follow-up calls to all employers who received letters. An initial evaluation showed that five job placements resulted from this effort. Eight of the twelve participating job developers thought that the campaign was useful, but said that employers were either not hiring or were laying off staff because of the economy. Job developers stressed the need in this campaign to make sure that we contact new employers who have not worked with CETA before. Many said letters signed by an employer are a good way to get a foot in the door.

A second letter-writing campaign was conducted later in the year, with letters sent to 60 employers.

**PARTICIPANTS:** 200 employers, total

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** "PIC Review" Annual Report

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** February, 1982

**AMOUNT:** \$900

**PURPOSE:** To provide an account of what the PIC is and what its activities were in 1981; the brochure was used as a general information handout.

**SUMMARY:** The publication summarized the council's activities and described the projects which were financed in 1981. The brochure was distributed to county commissioners, advisory council members, chamber of commerce executives, labor representatives, vocational education institutions and community-based organizations.

**PARTICIPANTS:** 1,000 printed and distributed to persons listed above

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Publicity (News and Feature Stories)

**OPERATOR(S):** Public Information and Education, Economic Security

**DATE:** On-going

**AMOUNT:** \$15,000 per year

**PURPOSE:** To provide news and feature information on PIC activities to the general public.

**SUMMARY:** We produced and distributed about 100 news releases and feature stories annually on PIC activities. Information was tailored to apply to the local area where it was distributed. Releases were on topics such as new PIC-member appointments, PIC job training performance, PIC grants for special activities and PIC-sponsored seminars. We also prepared recognition plaques, name plates, stationery and related support materials.

**PARTICIPANTS:** General public

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369

**TITLE:** Sales Training

**OPERATOR(S):** Wilson Learning, under contract to Public Information and Education,  
Economic Security

**DATE:** June, 1982

**AMOUNT:** \$1,000

**PURPOSE:** To share techniques which help job developers improve their effectiveness in selling our programs to employers.

**SUMMARY:** A two-day PIC-sponsored sales training seminar was held in St. Paul on June 22-23. Training was conducted by Wilson Learning Midwest. A total of 30 job developers and 10 summer youth program staff attended the training and rated the learning experience as excellent and appropriate to their level of experience.

**PARTICIPANTS:** 40 staff members

**CONTACT PERSON:** Rick Naymark, Public Information and Education  
390 N. Robert Street, St. Paul, MN 55101  
(612) 296-2369